



WELLER

Perennials packaged for profit

1962

WELLER NURSERIES CO., Inc., Holland, Michigan

NEW

**packages with new sales impact !
varieties with new customer appeal !
profit opportunities for you ! . . .**

all from Weller, originator of packaged perennials

Our perennials for 1962 are the greatest offerings of packaged plants in our 30-year history.

We have more varieties and colors than ever before.

We have added new package styles.

More of our most popular lines are being shipped in cartons that set up easily for attractive step display.

We are using a new mechanical process for pressure-packing roots in plastic bags so they retain their vigor until planting time.

All our packaged perennials feature full color illustrations

You will like doing business with Weller. Your order is custom prepared, and it is shipped via fast truck, the most economical way. We ship FOB, instead of making you pay an average freight charge which would be added to our price. You pay only your own charges, not a share of someone else's too.

Weller Perennials will make money for you. May we have your order soon?

WELLER NURSERIES CO., Inc.

P. O. Box 1111, Holland, Michigan

Telephone EDgewater 5-5315 (Area Code 616)



Weller, specialists in perennials for 50 years, also offers 500 varieties of bare root plants. See our bare root catalog.

HOLLAND FLOREX

The perennials America wants most - in the new square package that sells best!

For years our Holland Florex Perennials have been A-1 with retailers. Shoppers with an eye for beauty and bargains have cleaned out stocks of these plants time and again.

Now Holland Florex is headed for new sales records. We're putting these carefully selected lower-priced perennials in a new square package . . . 2.6" x 2" x 7" tall. It's a more colorful and appealing package. It carries more helpful tips on planting and plant care. It's taller, so it takes a plant with bigger roots — but still it's compact and requires little display space. It's easier to handle, it shows off plant foliage beautifully, it sells and sells and sells. Suggested retail price range, 35c to 39c.

87 Varieties and colors — Every Customer's Favorite

Phlox, Delphinium, Carnation, Mums, Columbine are just a few of the dozens of favorites in the Holland Florex line. Each and every plant is carefully selected from our field stocks. Each and every plant has the roots pressure-packed in peat and is enclosed in a plastic bag. Research shows that our exclusive pressure processing is the best way to package perennials so they retain their vigor and freshness for continued growth in the poly bag.

Dramatic Displays Spark Impulse Sales

Holland Florex Perennials are now shipped in Weller's famous step-display carton — a sturdy corrugated cardboard box containing two trays of 25 plants each. In less than one minute you can convert the carton and trays to a color-splashed step-display unit that will pull customers to the counter or cash register. We supply banners and ad mats too.

Make sure you're ready for business when your customers are ready to plant. Order your Holland Florex Perennials now from the enclosed price list. If you need another copy, write.



BETTER SALES... IN THE BAG !

Weller perennials bloom better because they're packaged better. We pressure-pack the roots in our own peat mixture within a poly bag. Even in the package the plant is showing life, developing sprouts, getting ready to bloom . . . sells better !

"We saw your Holland Florex Perennials in our local store and bought up most they had. We are anxious to get more, for yours are the best we've seen. Do you supply any other store here?" Mr. and Mrs. E. L. R., Lima, Ohio.

"Your perennials are the finest of any nursery's." F. P. W., St. Joseph, Mo. "I am very pleased with the Phlox and Bronze Chrysanthemums. They are healthy, well-rooted flowers." Mrs. F. B., Columbia, S. C.

"Your plants are excellent. I am very well pleased." C. G. C., Philadelphia, Pa.

Not just perennials - but merchandising aids too!

HOLLAND FLOREX

**Shipped in our famous
"Self-Merchandiser" carton —
a "built-in" display that helps you sell
more "grown-in" plant quality**

Holland Florex plants are already trayed when you open the carton — 2 disposable trays per carton, 25 clean, colorful, convenient packages per tray. Set them up in the easy-to-make display (see enclosed bulletin and the instructions on page 6), or display the trays on counter or shelf where they're open to view on 3 or 4 sides.



Introducing our new 9" package for extra-select plants

WELLER

SPECTACULAR PERENNIALS

**Those traditional favorites
PEONY and BLEEDING HEART
packaged for point-of-purchase impact !**

Here's a typical example of Weller's continual search for something better. We wanted an outstanding package for two of our outstanding sales items, Peony and Bleeding Heart. So we brought out this 9" high package even though our full-colored bulletin and 1962 price list had already been printed. Now you can order Peony and Bleeding Heart in this SPECTACULAR PERENNIALS Package at no increase in price. It's extra big to accommodate extra big roots and a heap of peat. Beautifully printed, displaying a full-color picture, this new package is loaded with plant — packed with profit potential. To order, see Peony and Bleeding Heart under Fancy Landscape Pack on page 3 of the price list.

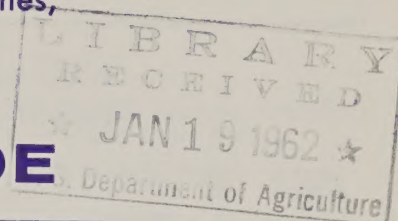


WELLER PACKAGED PERENNIALS

Price List and Order Form, Spring 1962

Featuring 150 varieties and colors in 3 beautifully packaged lines,
plus best-selling assortments and specialties that
give you every merchandising advantage.

QUICK REFERENCE GUIDE



HOLLAND FLOREX

The new square box of magic merchandising appeal

87 varieties and colors

Page 2

Standard and Special Assortments

Page 4



LANDSCAPE GRADE

Giant Display Boxes

47 varieties and colors

Page 3

Standard and Special Assortments

Page 4



FANCY LANDSCAPE

Extra choice variety

10 varieties and colors

Page 3

PEONIES—Double flowering—3-5 eyes
Red, Pink, White

Page 3

TREE PEONIES—Exotic, Garden Showpiece
Red, Pink, Purple, White

Page 3

AMARYLLIS IN POTS—Sensational House Plant
Mixed Shades, Bright Red to Orange

Page 3

SUMMARY AND ORDER FORM

Page 4

WELLER NURSERIES CO., Inc.

P. O. Box 1111

HOLLAND, MICHIGAN

Phone EDgewater 5-5315 (Area Code 616)

Pioneers in Packaged Perennials

Weller

HOLLAND FLOREX PACK

EXTRA DISCOUNT

Order 10 cases of any combination—Florex or Landscape Grade—and you get a discount of 1c per plant (Tree Peonies and Potted Giant Amaryllis included).

Attractive New Compact Square Box

Choice plants individually packed in New Colorful Display Boxes (2.6" x 2" x 7"). 25 Boxes per Display Tray, 2 Trays (50 Boxes) per Display Shipping Case which requires only 13 1/2" x 22 1/2" counter space. Weight, 1/2 lb. per plant (25 lb. per case.) Shipped via low-cost motor freight wherever possible.

ALL VARIETIES 18c each (\$9.00) per case, F.O.B. Holland, Michigan

Order varieties by the case (50 plants) or in multiples of 25 plants. Small orders in multiples of 5 per variety. Total quantity should be in multiples of 50 to fit shipping case.

Quantity of Plants	Code No.	Variety
_____	3	ALYSSUM (Sweet Alyssum) Golden Yellow. 10 in. Apr.-May.
_____	9-A	ASTER (Michaelmas Daisy) Asst. Colors. 4 ft. Sept.-Oct.
_____	9-B	" " " Blue.
_____	9-C	" " " Red.
_____	9-D	" " " Pink.
_____	9-E	" " " White.
_____	10	ASTER, DWARF (Alpine Aster) Blue. 8 in. June.
_____	11-A	BABY'S BREATH (Gypsophila) White. 30 in. July-Aug.
_____	11-B	" " " Pink.
_____	13	CANDYTUFT (Iberis) White. 8 in. May-June.
_____	15-A	CANTERBURY BELL (Campanula) Asst. Colors. 2 ft. June.
_____	15-B	" " " Blue.
_____	15-C	" " " Pink.
_____	15-D	" " " White.
_____	16-A	CARNATION (Hardy Giant) Asst. Colors. 18 in. July-Aug.
_____	16-B	" " " Red.
_____	16-C	" " " Pink.
_____	16-D	" " " Yellow.
_____	16-E	" " " White.
_____	18	CHINESE LANTERN Coral Red. 2 ft. Sept.
_____	20-A	CHRYSANTHEMUMS (Large) Assorted Colors 30 in. Sept.-Oct.
_____	20-B	" " " Deep Red.
_____	20-C	" " " Orchid Pink.
_____	20-D	" " " Bronze.
_____	20-E	" " " Golden Yellow.
_____	20-F	" " " Snowy White.
_____	22-A	COLUMBINE (Aquilegia) Long Spurred Hybrids. Mixed. 3 ft.
_____	22-B	" " " Blue. 42 in.
_____	22-C	" " " Pink. 30 in.
_____	22-D	" " " Scarlet. 30 in.
_____	22-E	" " " White. 2 ft.
_____	24	COREOPSIS (Lanceolata) Yellow. 2 ft. All Summer.
_____	26-A	CREeping PHLOX (Subulata) Lavender. 3 in. May.
_____	26-B	" " " Crimson.
_____	26-C	" " " Pink.
_____	26-D	" " " White.
_____	28-A	CUSHION MUMS Assorted Colors. 15 in. July-Oct.
_____	28-B	" " " Deep Crimson.
_____	28-C	" " " Clear Pink.
_____	28-D	" " " Old Bronze.
_____	28-E	" " " Creamy Yellow.
_____	28-F	" " " Pure White.
_____	30-A	DAY LILY (Hemerocallis) Lemon Yellow. 3 ft. July.
_____	30-B	" " " Orange. 4 ft. July.

Quantity of Plants	Code No.	Variety
_____	32-A	DELPHINIUM (Belladonna) Light Blue. 3 ft. All Summer.
_____	32-B	DELPHINIUM (Bellamosa) Dark Blue. 3 ft. All Summer.
_____	32-C	DELPHINIUM (Giant Hybrids) Mixed Colors. 5 ft. All Summer.
_____	35-A	FOXGLOVE (Giant) Asst. Colors. 3 ft. June.
_____	35-B	" " " Purple.
_____	35-C	" " " Rose.
_____	35-D	" " " White.
_____	36-A	GAILLARDIA Crimson and Gold. 2 ft. All Summer.
_____	36-B	GAILLARDIA (Burgundy) Deep Wine Red. 2 ft. All Summer.
_____	38	GOLDEN MOSS (Sedum Acre) Yellow. 4 in. May-June.
_____	42	HIBISCUS (Giant Mallow) Mixed Colors. 5 ft. Aug.
_____	45	HOLLYHOCK (Double Flowering) Mixed Colors. 6 ft. July.
_____	47	IRIS (German) Bearded. Mixed Colors. 30 in. May.
_____	48	IRIS (Japanese) Enormous Flowers. Mixed Colors. June-July.
_____	50	LAVENDER (Lavendula Vera) Blue. Fragrant. 18 in. July-Aug.
_____	53	LILY OF THE VALLEY . White. Fragrant. 8 in. May.
_____	54	LUPINES (Russell's Hybrid) Mixed Colors. 3 ft. May-July.
_____	56	MARGUERITE (Anthemis) Golden Yellow. 2 ft. June-July.
_____	57	MERTENSIA (Virginia Blue Bells) Blue-Pink. 18 in. May.
_____	63	MYRTLE (Periwinkle) Blue. 3 in. May-June. Ground Cover.
_____	64	ORIENTAL POPPY Scarlet. 3 ft. May-June.
_____	65	PAINTED DAISY (Pyrethrum) Mixed Colors. 2 ft. May-June.
_____	67-A	PHLOX (Tall Hardy) Assorted Colors. 3 ft. July-Sept.
_____	67-B	" " " Lavender Blue.
_____	67-C	" " " Bright Red.
_____	67-D	" " " Crimson Eye.
_____	67-E	" " " Delicate Pink.
_____	67-F	" " " Salmon Orange.
_____	67-G	" " " Pure White.
_____	69	PINKS (Garden Pink) Mixed Colors. 18 in. All Summer.
_____	70	PINKS, DWARF (Maiden Pink) Crimson. 8 in. May-June.
_____	77	RED HOT POKER (Tritoma) Orange Spikes. 3 ft. July-Sept.
_____	80-A	SHASTA DAISY (Alaska) Large Fl. White. 2 ft. All Summer.
_____	80-B	SHASTA DAISY (New Pacific Hybrids) Dbl. White. All Summer.
_____	83	SHOWY SEDUM (Spectabilis) Rosy Red. 10 in. Aug.-Sept.
_____	84	SWEET PEA (Lathyrus) Mixed Colors. Climbing. July-Aug.
_____	85-A	SWEET WILLIAM (Giant Hybrids) Mixed. 18 in. June-July.
_____	85-B	" " " " " Scarlet.
_____	85-C	" " " " " Crimson Eye.
_____	85-D	" " " " " Pink.
_____	85-E	" " " " " White.
_____	94	VERONICA (Speedwell) Deep Blue. 2 ft. All Summer.
_____	96	VERONICA, DWARF (Speedwell) Blue. 8 in. All Summer.

_____ Total Holland Florex

_____ Cases (50 per case)

For Simplified Ordering--order ready-prep

Weller LANDSCAPE GRADE PACKAGES

Finest transplanted Perennials packaged in Giant Display Boxes (3 1/4" x 2 1/2" x 7"). 16 Boxes per Display Tray, 2 trays (32 Boxes) per Display Shipping Case. Weight, 1 lb. per plant (32 lb. per Case).

LANDSCAPE PACK 26c each (\$8.32 per case)

ALL PRICES
F.O.B. HOLLAND
MICHIGAN

FANCY LANDSCAPE PACK Extra Choice Varieties 32c each (\$10.24 per case)

Order by the case (32 plants) or in multiples of 16 or 4 per variety. Total order should be in multiples of 32 to fit cases.

* Outstanding in Sales		
Quantity of Plants	Code No.	Variety
_____	204	ANCHUSA (Myosotidiflora) Blue Flowers. 4 ft. June.
_____	207	ARMERIA (Lauchiana) Pink Popcorn Balls. 8 in. June.
_____	208	ARTEMISIA (Silver Mound) Foliage. 4 in. Spring to Fall.
_____	212	*BLEEDING HEART—SUMMER FLOWERING (Eximea) Pink Hearts. 15 in. All Summer.
_____	213	CANDYTUFT (Iberis) White Snow Flakes. 8 in. Spring.
_____	216-A	CARNATION (Hardy Giant) Pink. 2 ft. July-Aug.
_____	216-B	" " " Red.
_____	216-C	" " " White.
_____	220	COLUMBINE (McKana Hybrids) Mixed Shades. 3 ft. May-June.
_____	225	CORALBELL (Heuchera) Deep Pink. 18 in. All Summer.
_____	226-A	CREeping PHLOX (Subulata) Crimson. 3 in. Spring.
_____	226-B	" " " Lavender Blue.
_____	226-C	" " " Rose Red.
_____	226-D	" " " White Delight.
_____	228-A	CUSHION MUM (Browni) Bronze. 15 in. July-Oct.
_____	228-B	" " (Lemona) Yellow.
_____	228-C	" " (Lipstick) Red.
_____	230-A	DAY LILY (Hemerocallis) Lemon Yellow. 3 ft. July.
_____	230-B	" " " Orange Red. 4 ft. July.
_____	230-C	" " " Pink. 3 ft. July.
_____	234	DIANTHUS (Tiny Rubies) Tiny Pink Carnations. 5 in. June.
_____	235	FOXGLOVE (Excelsior Strain) Mixed Colors. 3 ft. June.
_____	237	GARDEN HELIOTROPE (Valeriana) Pink. 20 in. June-Oct.
_____	239	HARDY GLOXINEA (Incarvillea) Pink. 18 in. May-June.
_____	240	HARDY PRIMROSE (Primula) Mixed Colors. 8 in. April-May.
_____	242	HIBISCUS (Avalon Hybrids) Red to White. 5 ft. Aug.
_____	248	JAPANESE IRIS Mixed Colors. 2 1/2 ft. July-Aug.
_____	250	*LAVENDER (Sweet Fragrance) Lavender. 18 in. July-Sept.
_____	254	LUPINES (Russell Hybrids) Mixed Colors. 3 ft. May-July.
_____	255	LYTHRUM (Morden's Hybrid) Rosy Spikes. 3 ft. July-Sept.
_____	258	MONARDA (Cambridge Scarlet) Scarlet. 2 1/2 ft. July-Aug.
_____	264	ORIENTAL POPPY Scarlet. 3 ft. May-June.
_____	265	PAINTED DAISY (Robinson's) Mixed Colors. 2 ft. May-June.
_____	267-A	PHLOX (Tall Hardy) APPLE BLOSSOM. Pink. 3 ft. July-Sept.
_____	267-B	" " " FLASH. Red.
_____	267-C	" " " ROYAL PURPLE. Blue.
_____	267-D	" " " WHITE ADMIRAL. White.
_____	271	PLANTAIN LILY (Funkia Lancifolia) Lavender. 2 ft. Sept.
_____	275	POLYGONUM (Dwarf Lace) Pink. 18 in. Red Foliage in Fall.
_____	277	RED HOT POKER (Tritoma Phitzeri) Orange. 3 ft. Aug.-Oct.
_____	280-A	SHASTA DAISY (Alaska) Single White. 2 ft. All Summer.
_____	280-B	SHASTA DAISY (Marconi) Double White. 2 ft. All Summer.
_____	283	SHOWY SEDUM (Spectabilis) Bright Pink. 10 in. Aug-Sept.
_____	285	SWEET WILLIAM (Hybrids) Mixed Colors. 18 in. June-July.
_____	290	TEUCRIUM (Germander) Dwarf Hedge Plant. 12 in.
_____	294-A	VERONICA (Blue Champion) Blue Spikes. 2 ft. All Summer.
_____	294-B	VERONICA (Icicle) White Spikes. 18 in. All Summer.
_____	Total Landscape _____ Cases (32 per case)	

Quantity of Plants	Code No.	Variety
_____	412	*BLEEDING HEART—OLD FASHIONED (Dicentra Spectabilis) Red Hearts. 18-24 inches. June. 3 eyes and up. PACIFIC HYBRID DELPHINIUM. Giant Stalks of flowers. 5-7 feet. All Summer.
_____	432-A	DELPHINIUM ROUND TABLE—Mixture of finest shades.
_____	432-B	DELPHINIUM BLACK KNIGHT—Dark Blue.
_____	432-C	DELPHINIUM GALAHAD—White.
_____	432-D	DELPHINIUM SUMMER SKIES—Light Blue.
_____	453	LILY-OF-THE-VALLEY. White. Fragrant. 8 in. May. 10 pips per package.
_____	463	MYRTLE—PERIWINKLE (Vinca Minor) 3 plants of 10-15 leads per package. SPIREA (Astilbe) Plumy flower sprays. 18 in. June-July. Excellent cutflower. Glossy, ferny foliage.
_____	484-A	SPIREA FANAL. Brilliant Carmine Red.
_____	484-B	SPIREA GLADSTONE. Pure White.
_____	484-C	SPIREA GLORIA. Deep Rose.
_____	Total Fancy Landscape _____ Cases (32 per case)	

*PEONIES IN LANDSCAPE PACK 32 packages per display case 40c each (\$12.80 per case)

_____	566-A	PEONY (Double Flowering) Pink. 3 eyes and up.
_____	566-B	PEONY (Double Flowering) Red. 3 eyes and up.
_____	566-C	PEONY (Double Flowering) White. 3 eyes and up. Suggested case pack—16 Red, 12 Pink, 4 White
_____	Total Peonies _____ Cases	

TREE PEONIES

\$1.20 each (\$28.80 per case)

24 Giant Boxes (3 1/4 x 3 1/4 x 13") per Display Case
24 lbs. per case

_____ Red	_____ Pink	_____ Purple	_____ White
Total Tree Peonies _____ Cases			

POTTED GIANT AMARYLLIS

75c each (\$18.00 per case)

24 Colorful Pots (4 3/4 x 4) per Display Shipping Case.

Mixed Colors
24 lbs. per case

_____ Cases	Early shipping date _____
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red best-selling assortments. See page 4.

Use This Form To Order Weller's Best-Selling Assortments

HOLLAND FLOREX (New Compact Square Pack)

3 Different Size Assortments

FAVORITE VARIETIES	2 Cases	5 Cases	10 Cases
ASTER	5	10	15
BABY'S BREATH	5	10	20
CANDYTUFT		5	10
CANTERBURY BELLS	5	10	15
CARNATIONS	10	25	60
COLUMBINE	5	10	20
COREOPSIS		5	10
CREeping PHLOX	5	15	25
CHRYSANTHEMUM—Large Flowering	5	10	25
CHRYSANTHEMUM—Cushion Mums	5	10	20
DELPHINIUM	10	20	40
FOXGLOVE	5	10	15
GAILLARDIA		5	10
GERMAN IRIS			10
JAPANESE IRIS			10
HIBISCUS		5	10
HOLLYHOCK	5	10	15
LILY OF THE VALLEY	5	15	30
PHLOX (Tall)	10	20	30
ORIENTAL POPPY	5	10	15
PAINTED DAISY			15
PINKS	5	10	20
RED HOT POKER			10
SHASTA DAISY	5	15	25
SWEET WILLIAM	5	15	25

TOTAL PLANTS	100	250	500
TOTAL COST	\$18.00	\$45.00	\$85.00

Check Here ☐ ☐ ☐

LANDSCAPE GRADE (Giant Square Pack)

3 Different Size Assortments

BEST VARIETIES	2 Cases	5 Cases	10 Cases
ANCHUSA			8
ARTEMISIA	4	8	12
BLEEDING HEART—Summer Flowering	8	12	16
CORAL BELL		8	12
CREeping PHLOX	8	12	16
CUSHION MUM	8	8	16
FOXGLOVE	4	8	16
HARDY PRIMROSE		4	16
HIBISCUS	4	8	16
LAVENDER	4	8	16
MONARDA		4	12
ORIENTAL POPPY	4	8	16
PAINTED DAISY	4	8	16
PHLOX	8	12	20
SHASTA DAISY—Double	4	8	16
SHOWY SEDUM	4	4	8
TEUCRIUM		4	12
VERONICA		4	12
OLD FASHIONED BLEEDING HEART		16	32
PEONIES		16	32

TOTAL PLANTS	64	160	320
TOTAL COST	\$16.64	\$44.80	\$86.40

Check Here ☐ ☐ ☐

☐ Check here and we will make up a selection of perennials in the varieties that sell best in your particular area. Please fill in the blanks under "Packages" or "Cases" below to show us how many plants of each grade you want.

Use This Form To Summarize Your Order

Packages	or	Cases	
_____		50 per case	Holland Florex @ 18c ea. (\$9.00) per case \$ _____
_____		32 per case	Landscape Grade @ 26c ea. (\$8.34 per case) \$ _____
_____		32 per case	Fancy Landscape @ 32c ea. (\$10.24 per case) \$ _____
_____		32 per case	Peonies @ 40c ea. (\$12.80 per case) \$ _____
_____		24 per case	Tree Peonies @ 1.20 ea. (\$28.80 per case) \$ _____
_____		24 per case	Amaryllis Pots @ 75c ea. (\$18.00 per case) \$ _____

			Total \$ _____

Prices F.O.B. Holland, Mich. Terms: net 30 days for accounts of established credit

1c discount per plant for shipments of 10 cases or more

Use This Form For Shipping Instructions

TO: **WELLER NURSERIES**, P. O. Box 1111, Holland, Michigan

Ship To _____ Buyer _____

Street _____ Store No. _____ Order No. _____

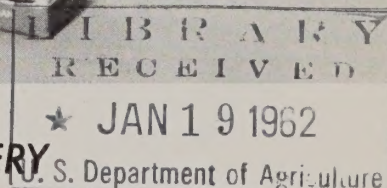
City, State _____ Ship When _____ Via _____

WELLER'S SELF MERCHANTISER

COUNTER DISPLAY
AND SHIPPING CARTON

50 PLANTS DISPLAYED

IN SPLIT TRAY —
STEPPED AREA ONLY 13½x23"



PACKAGED BY OUR EXCLUSIVE PATENTED MACHINERY
IN PEAT MOSS WITH MOISTURE RETAINING LINER!
DISEASE FREE! STATE INSPECTED! EXTRA LONG SHELF LIFE!

OVER 150 VARIETIES OF PERENNIALS

PACKED BY—**WELLER NURSERIES** CO., INC., HOLLAND, MICHIGAN

ORIGINATORS OF PACKED PERENNIALS — SINCE 1910

WELLER

Landscape Grade

The Preferred Perennials

**Big 2-yr. old better quality plants
now available in 47 varieties and colors**

This is the best-selling package that has become a Weller classic. In fact it was the outstanding sales record of this Landscape Grade package that convinced us we owed it to our customers to change from the sleeve pack to the square for our Holland Florex.

And still the demand continues for a greater variety of plants in this line. This year we've increased the Landscape Grade offerings to 47 colors and varieties, while retaining our best-selling favorites like Summer Flowering Bleeding Heart and Sweet Lavender. We've added Anchusa, Hardy Gloxinia, Hardy Primrose, Lupines, Lythrum.

The Landscape Grade package is imposing in size — 3¼" wide by 2½" deep and 7" high — and distinctively appealing in design. Discriminating gardeners and flower-lovers know and seek it out. It cannot be confused with either Holland Florex or our new Spectacular Perennial package. It is in a unique class by itself. The retail price range of 59c to 69c carries a worthwhile profit for you.

**Be Sure To Stock
Our FANCY Landscape Grade**

Our premium line of quality perennials is also more extensive this year. Newcomers include Lily of the Valley (10 pips), and Spirea (Astilbe), a plummy-flowered perennial of exceptional beauty. All plants in the Fancy Landscape Grade are extra choice, extra attractive. If you value the high-profit "carriage trade" of the perennial market be sure you have a good supply of this complete super-quality line.

**Landscape and Fancy Landscape Grades Are
Shipped Fresh-Packed in Step-Display Cartons**



**Strong healthy roots -
pressure packed in a poly
bag that helps preserve
vigor and vitality**



"Flow Racks" assure you fast service on fresh perennials in volume

The quality we cultivate so carefully in Weller perennials reaches you in its freshest condition. We start shipping January 1 and continue to mid-May. We don't ship you boxes that are packed and waiting. We have the most modern equipment for giving your order individual attention. You get fresh-packaged plants from our flow-racks that are continually replenished direct from the packaging line. When your cartons reach you, set them up in step displays or place the individual trays on counter or shelves, on island displays — wherever traffic is best. When you show them you'll sell them.

"Thank you for the excellent way in which you handled our order. We are happy with the quality of the merchandise as with the fast delivery." J. R. W., Burlington, Ia. . . .
"We've had a miserable growing season this summer, but my Weller plants don't know that. Their heads are perked up there with the best of them." P. V. B., Boyertown, Pa.



This is just one phase of our mechanized operation that enables us to handle many times more plants with less effort, less delay, and faster personal service for you. As packers clean out one tray at the front of the rack, they lift it out so workers at the back can load on another fresh-filled tray that moves by gravity to the packer. It's Weller's "first-in first-out" system that maintains our reputation for supplying only fresh-packed plants.

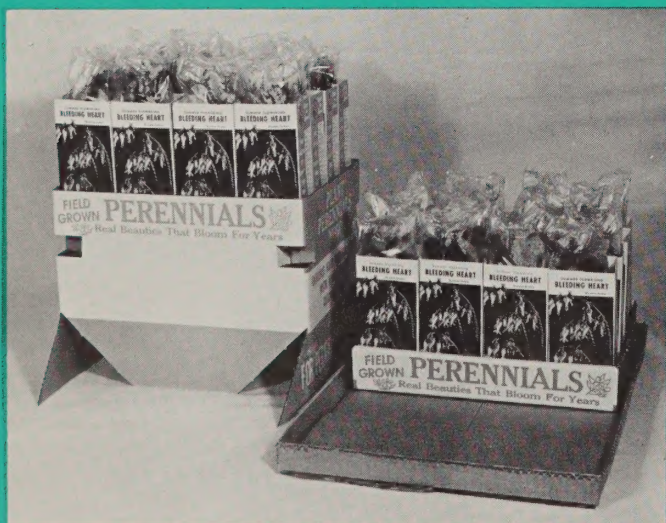
From shipping carton to display in just 30 seconds



1. Landscape Grade Perennials are shipped 32 to a carton, Holland Florex 50 to a carton. Open carton by tearing cardboard along arrows. No knife is needed.

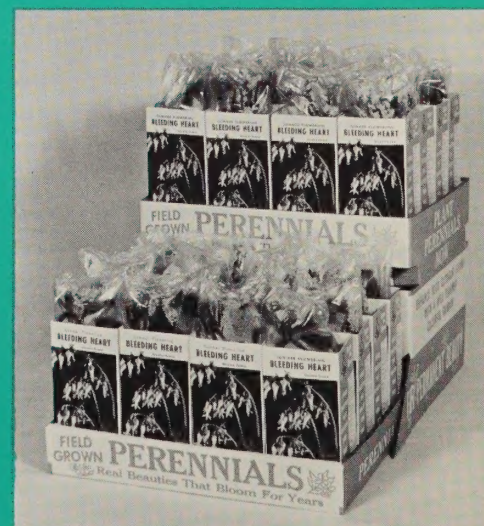


2. When you lift the carton top you find two trays filled with plants. In this photo the second tray is concealed by the rectangular sleeve.



3. Remove the sleeve and place the first tray on top of it. Corner supports inside the sleeve hold the tray firmly.

4. Lift the remaining tray from the carton bottom and slide it in front of the sleeve. Your display is complete. You've done the job in seconds with absolutely no handling of individual packages.





ARTEMESIA, Silver Mound — Spring to Fall



ASTILBE — June, July



SWEET ALYSSUM — Spring



PRIMULA — April to May

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LAVENDER — Early Summer to Fall



MONARDA, Cambridge Scarlet — Summer



DELPHINIUM HYBRIDS — All Summer



INCARVILLEA — Late Spring



SHASTA DAISY (Double Fringed) — All Summer



HIBISCUS — Summer



CREeping PHLOX — Spring



HEUCHERA — All Summer



CANDYTUFT (Iberis) — Spring



ORIENTAL POPPY — June

WELLER NURSERIES — Holland, Michigan

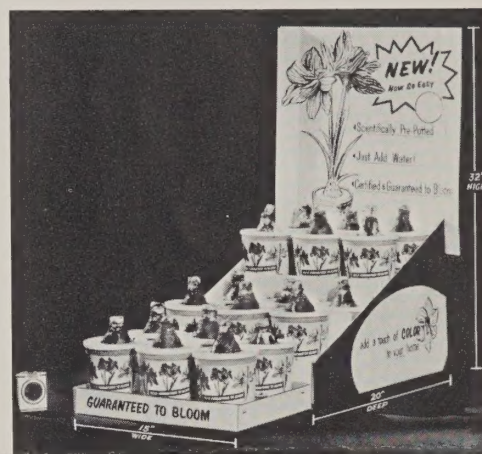
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Oriental emperors prized the tree peony so dearly they refused to let the public grow it—and now through our international sources of supply we can offer it at a new low price. Just \$1.20 to you, for \$1.98 or more retail. This plant is absolutely sensational in the number, size, and color of blooms it produces. It will grow 4 to 6 ft. high—produce as many as 200 blooms—each bloom up to 6" wide—in red, pink, purple, or white—really a garden showpiece. They do not die back to the ground during winter but grow larger and more beautiful every year. Packed in a beautiful display box, 3 $\frac{1}{4}$ " square and 13" high. Available in 4 colors. **NEW THIS YEAR!** . . . colorful display case-shipping container, complete with eye-catching backdrop.

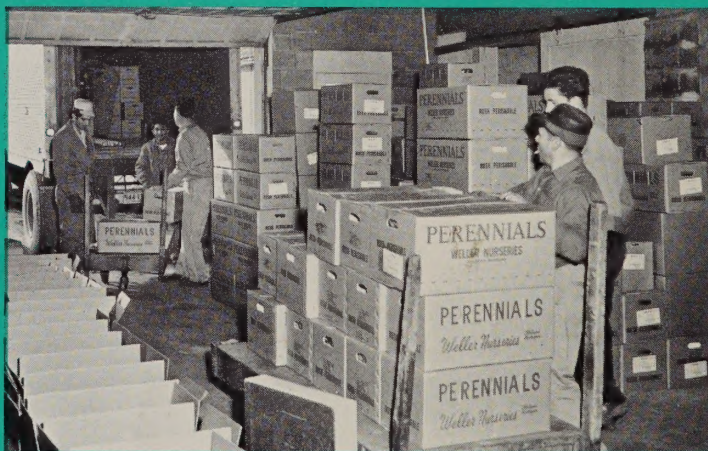
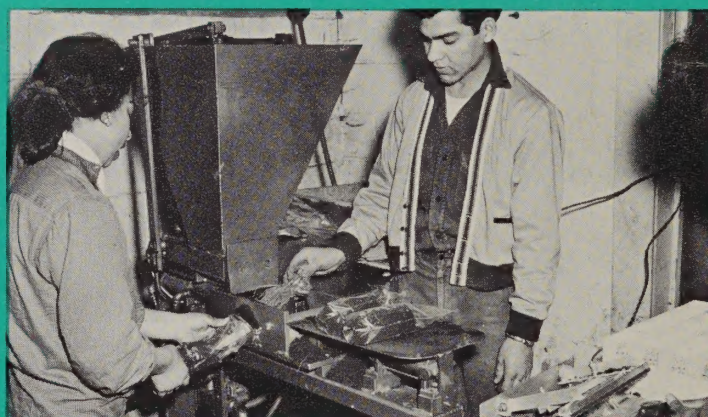


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